

ZOURL

presents



*Lenox May & Co
52 Green St Jersey City
Tell Montgomery 5-1453
5-1452*

MODERN STORE FROITS



6576



ZOURI MODERN STORE FRONTS

As the salesman bespeaks the character of his company and its products, so the merchant's *silent salesman*, the store front, reveals the character of his store and merchandise.

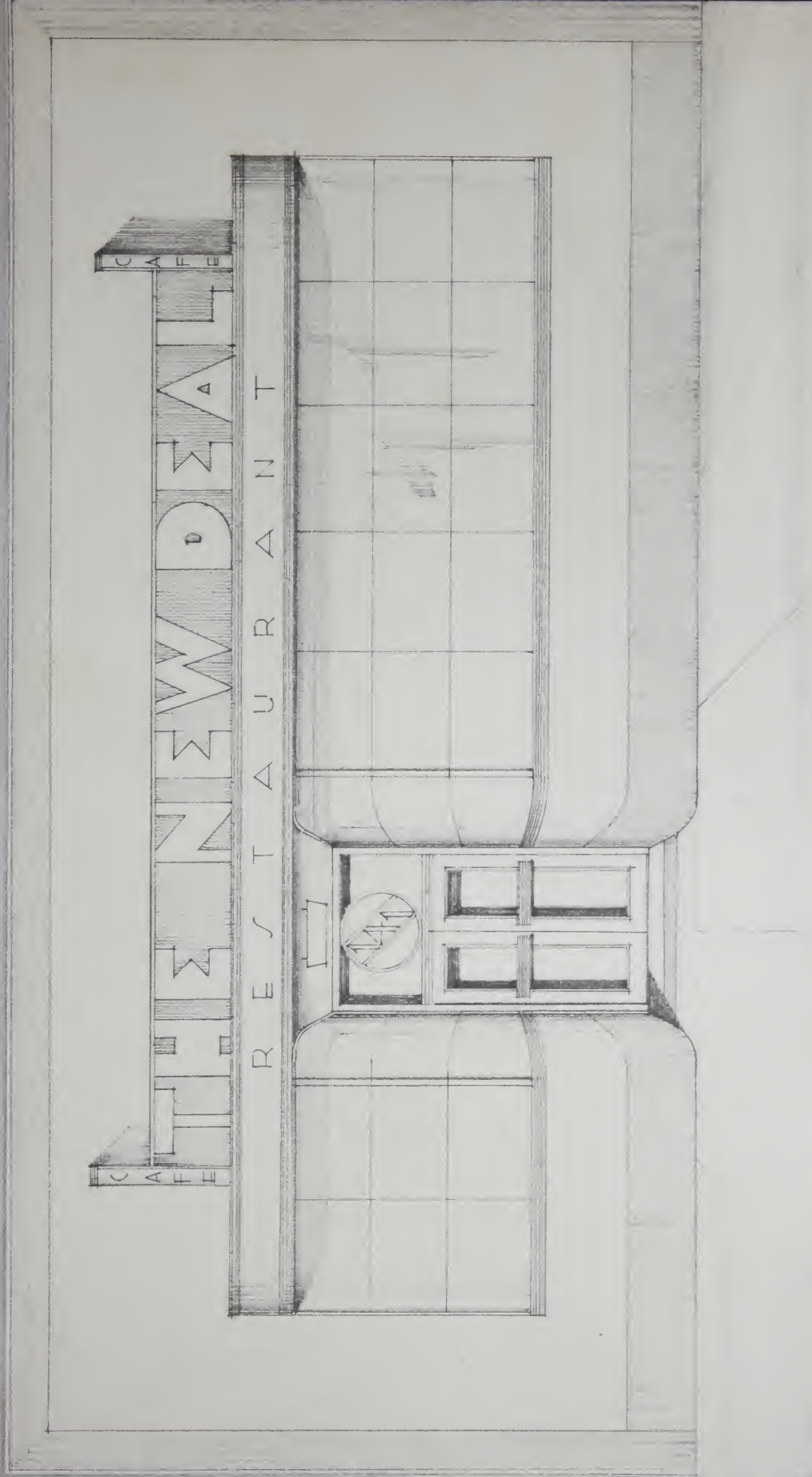
The photographs of recent Zouri installations presented herein cannot adequately express the charm, the attractiveness—nor the true character of the originals, but they do portray the depth of thought of the architects in creating harmony of design and in the selection of ultra modern materials. The pencil renderings designed by one of our foremost architects show what may be obtained by collaboration with your architect.

THE ZOURI COMPANY
CHICAGO, ILLINOIS

[BLANK PAGE]



CCA



ZOURLI

STORE FRONTS

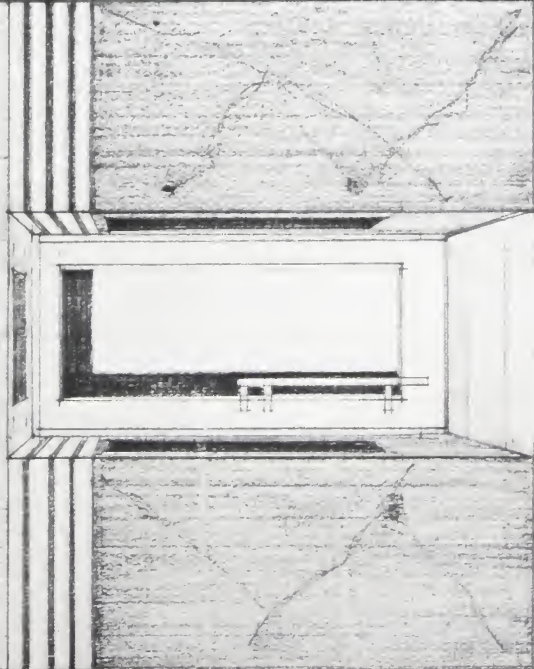
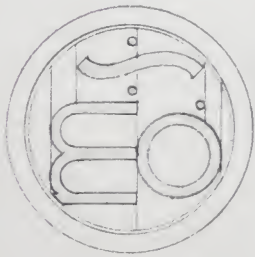
This practical design for a modern cafe incorporates a sign canopy, which embodies lighting fixture and awning box. Show window plates may be divided by metal bars or mitre cut to design. Narrow styled metal doors and transom add to the cool appearance.

Plate No. 2

[BLANK PAGE]



CCA



ZOURI

STORE FRONTS

Ultra-modern—though simple in design. Metal may be bronze or white metal, depending on color selection of glass or marble field. Insignia could be cast or sawed out metal. Suitable for women's apparel, hat, lingerie or accessory shop.

[BLANK PAGE]



CCA



ZOULI

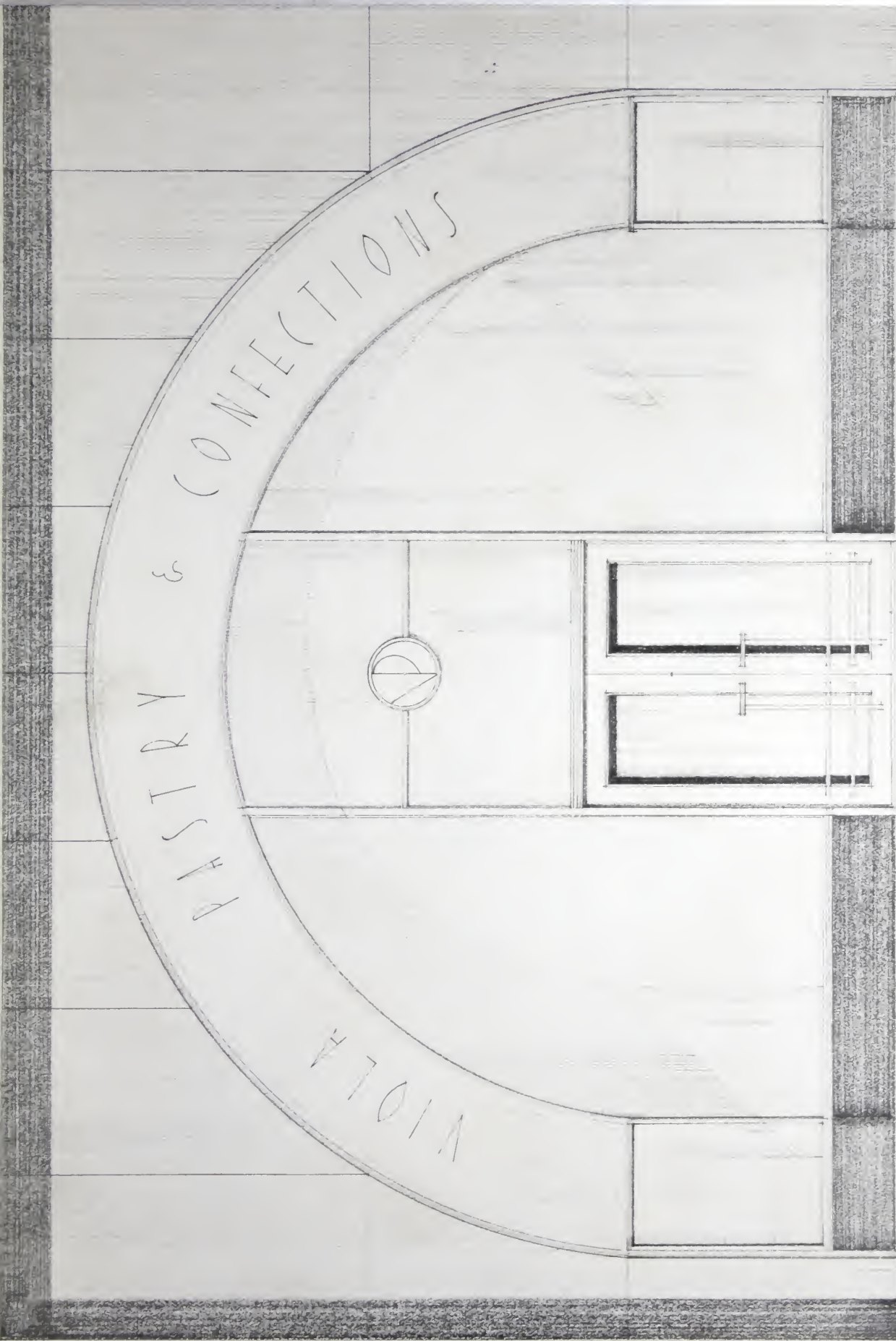
STORE FRONTS

This modern layout offers unusual advertising display—suggests use of white metal over background of dark structural glass. Easily adaptable for ready-to-wear, men's clothes or furnishings by slight changes in sill and plate glass heights to proper proportions.

[BLANK PAGE]



CCA



ZOURLI

STORE FRONTS

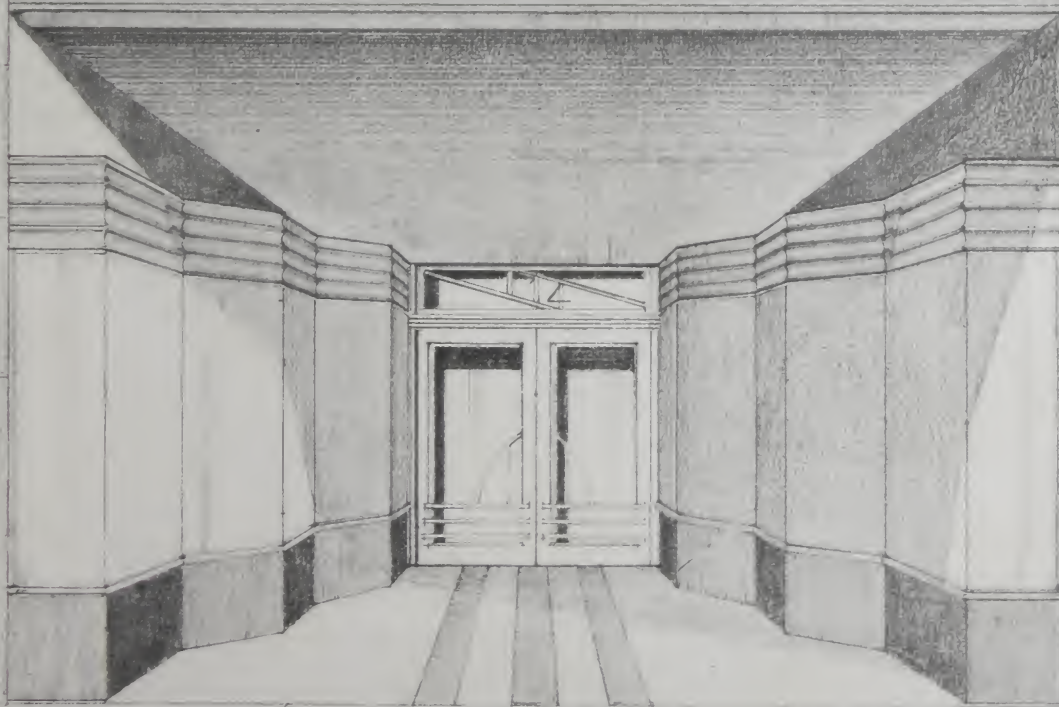
Design of formal character with simplicity the keynote. Small show windows at sides present unusual opportunity for special displays. Permits use of inside vestibule with two sets of doors, a single set of doors at front line or at back of open vestibule having ninety degree returns.

[BLANK PAGE]



CCA

Reader



ZOURI
STORE FRONTS

A modern shop with large show window space suitable to unit display of merchandise. Alumilited aluminum or stainless steel sign and strips offer contrast with black structural glass and are recommended because these materials require a minimum of service to maintain their original beauty.

Plate No. 6

[BLANK PAGE]



CCA



ZOURI
STORE FRONTS

This design with very little modification is easily adapted for many types—jewelry, stationery, barber or cigar shops. Unusual metal door design and louvered transom, and sign space treatment.

Plate No. 7

[BLANK PAGE]



CCA

HELENE'S



ZOURI
STORE FRONTS

The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.

Plate No. 8

[BLANK PAGE]



CCA

French Slipper Shoppe

CHAS. D. CLINE



ZOURI
STORE FRONTS

The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.

Plate No. 9

[BLANK PAGE]



CCA

Le Nardis

SMART ACCESSORIES



ZOURI

STORE FRONTS

The alluring shops illustrated on Plates 8, 9 and 10 adjoin each other in one building; therefore the metal frame design is identical in all. The variance in layout and materials furnish the individual dignity and charm possessed by each.

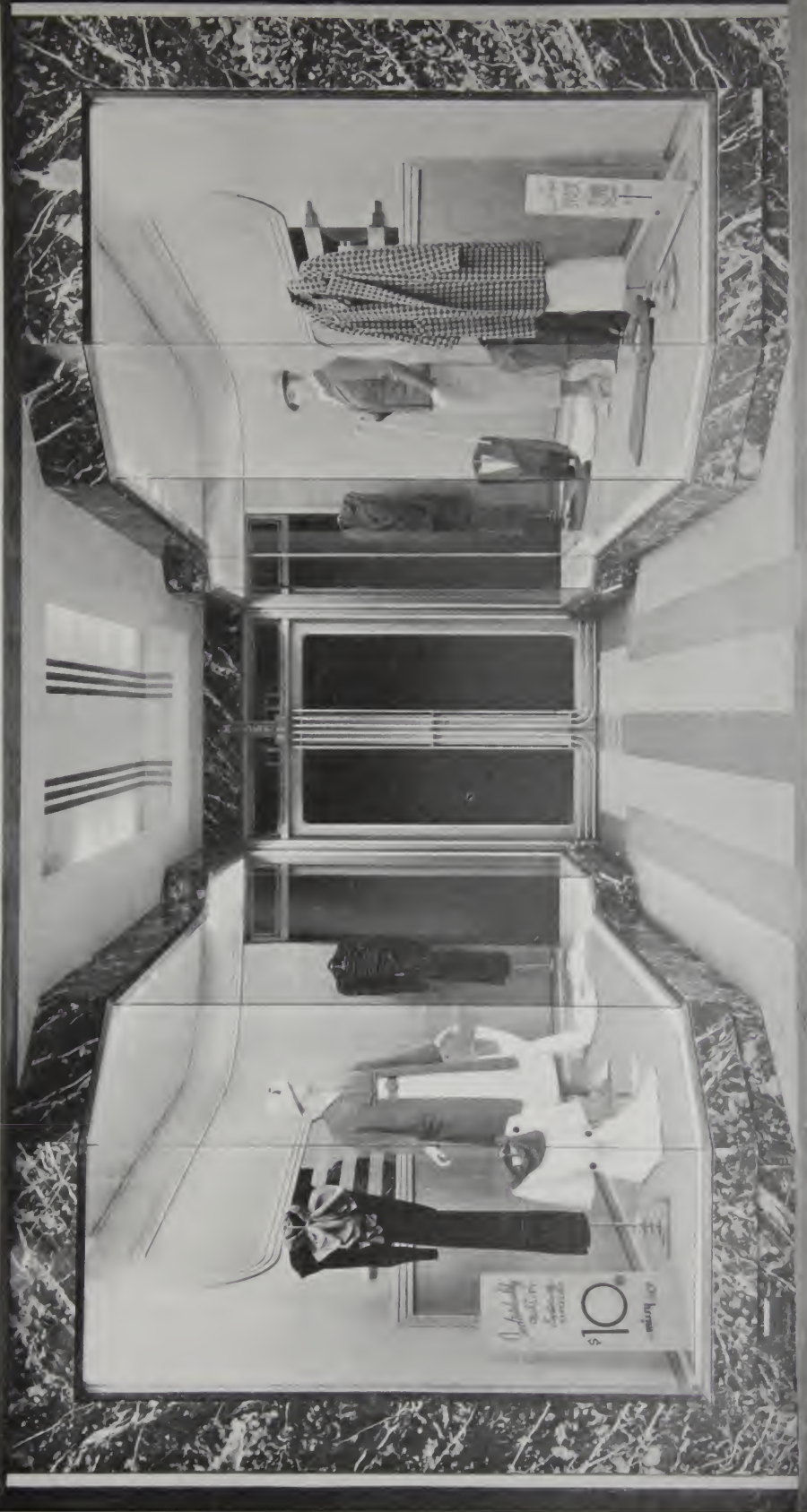
Plate No. 10

[BLANK PAGE]



CCA

THE MICKEY SHOP



Modernism, simplicity, and smartness combine to exemplify the character of this shop.

Plate No. 11

ZOURLI
STORE FROITS

[BLANK PAGE]



CCA



An example of modern beauty
radiating patron appeal.

ZOURI

STORE FRONTS



An arched entrance and ceiling that
are different

[BLANK PAGE]



CCA



Befitting its name, only metal doors and frames present this appearance.

ZOURE STORE FRONTS

Truly character revealing. Note the neat appearance of narrow style metal doors and frames.



[BLANK PAGE]



CCA

GRAYSON

BEAUTIFUL DRESSES



Decorative bars across upper portion of front plates add stability as well as beauty.

This layout presents a marvelous example of the unit display plan.

ZOURI

STORE FRONTS

Plate No. 14

PAGE



Designed to accommodate entrance and exit doors.



[BLANK PAGE]

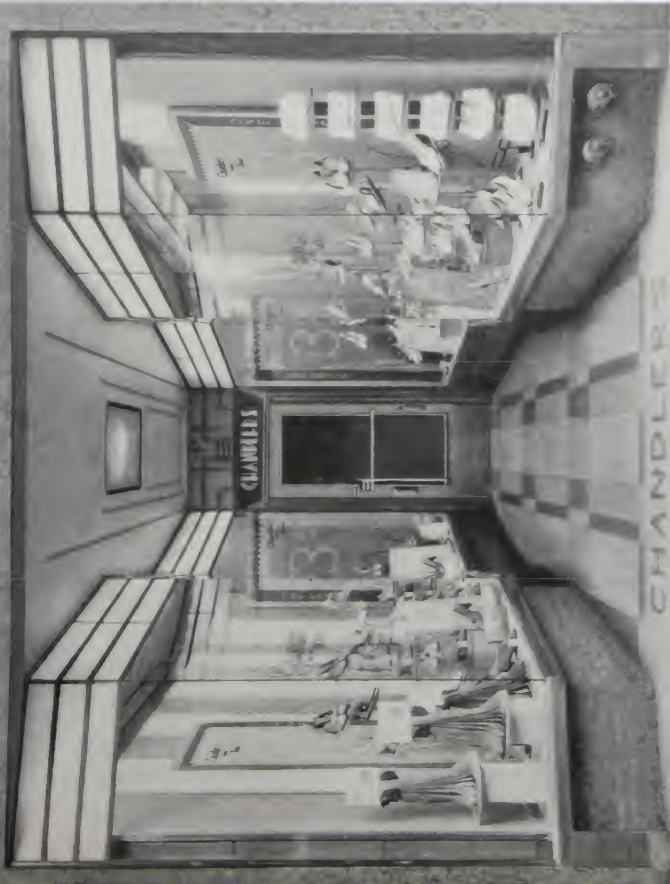


CCA

CHANDLERS

exquisite SHOES

737



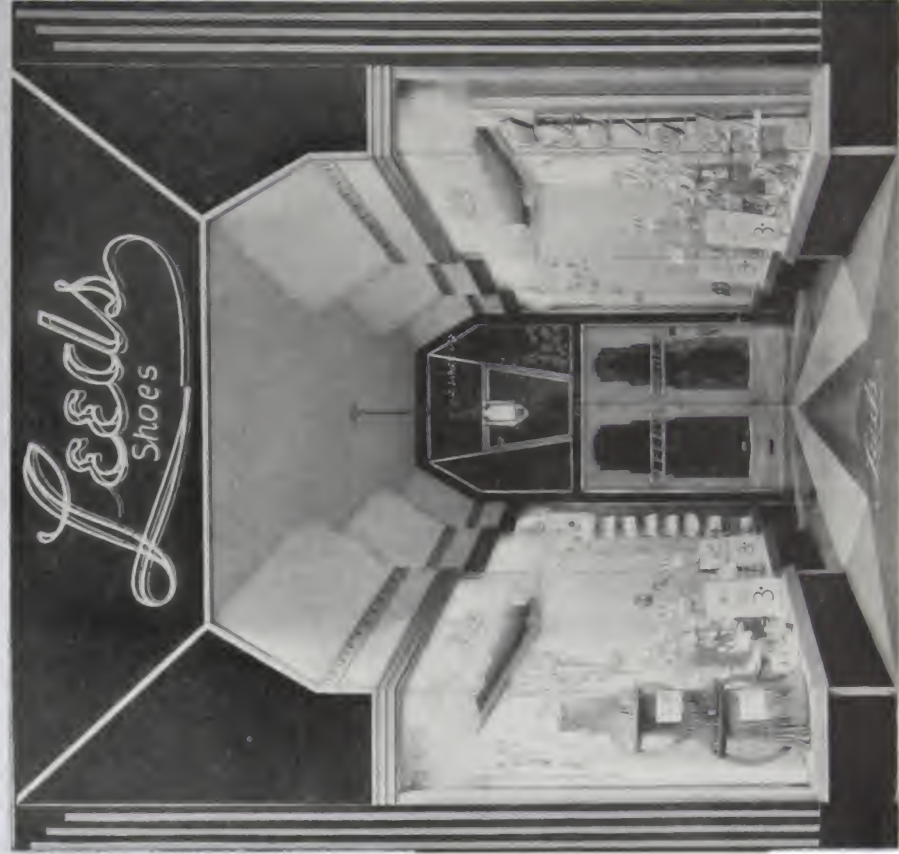
Exquisite merchandise assured behind an exquisite front.

ZOURI STORE FRONTS

Plate No. 15

Shallow show window—wide vestibule and vaulted ceiling lend width and height to a narrow store.

Well proportioned for display.



[BLANK PAGE]



CCA

O'CONNOR & GOLDBERG



Complete stock pictured in a frame of black glass and white metal.

ZOURI STORE FRONTS



The store front planned in this manner draws the shopper to the entrance door.

Note the ultra-modern illuminating sign and awning bar.



[BLANK PAGE]



Maximum show window display
obtained in this pleasing and
practical design.



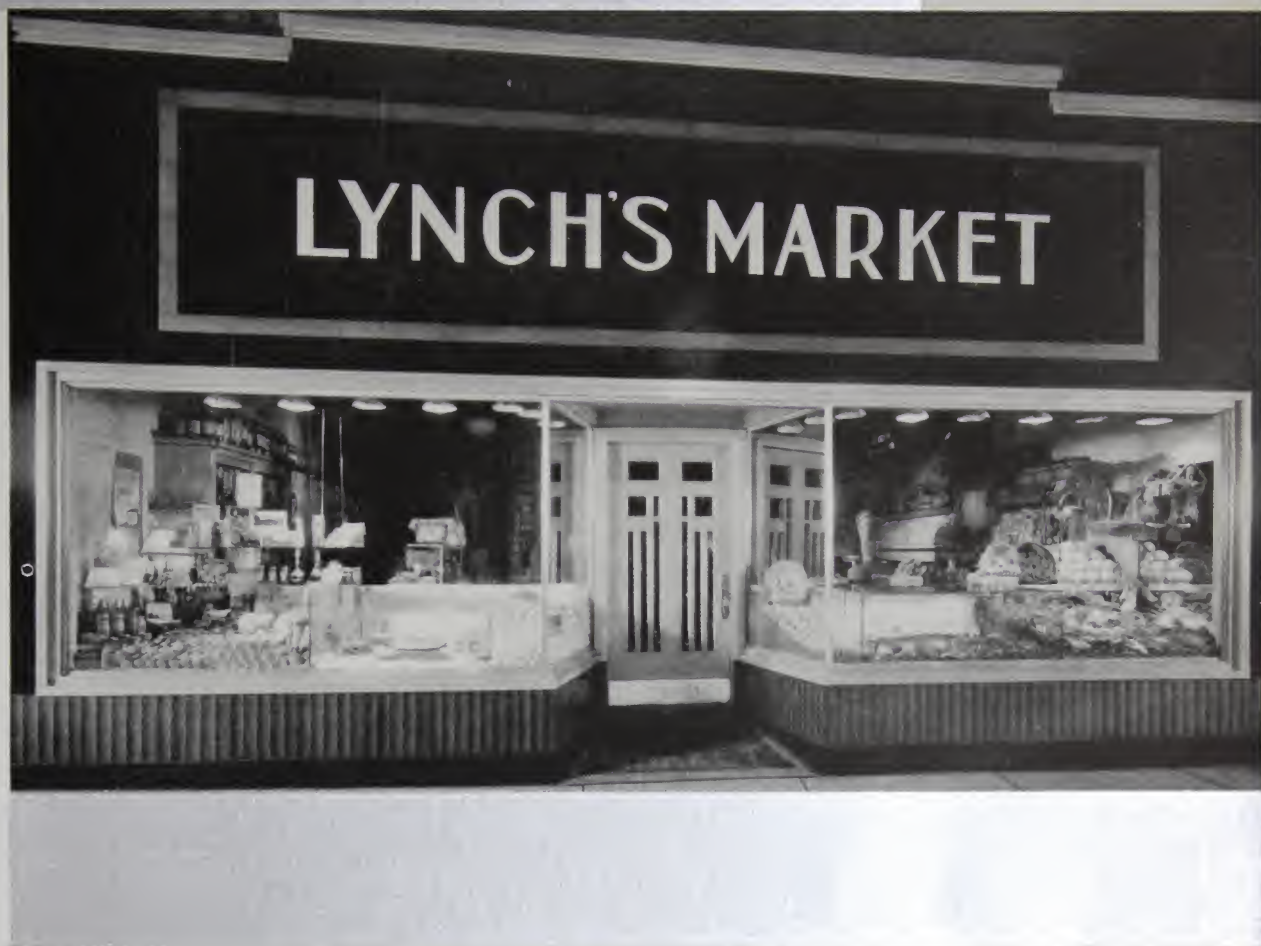
A pleasing design incorporating reg-
ular stock constructions. Note the
unique push-and-pull bar.



ZOURI
STORE FROITS

[BLANK PAGE]





Black structural glass and white metal frame suggests interior cleanliness.



ZOURI STORE FRONTS

Splendid example of store with entrance off center.

[BLANK PAGE]





Structural columns beautifully hidden.
Monotony of broad plain surface
broken by metal strips.



The small show windows in piers help
reduce distance from main show
windows to entrance.



ZOURI
STORE FRONTS

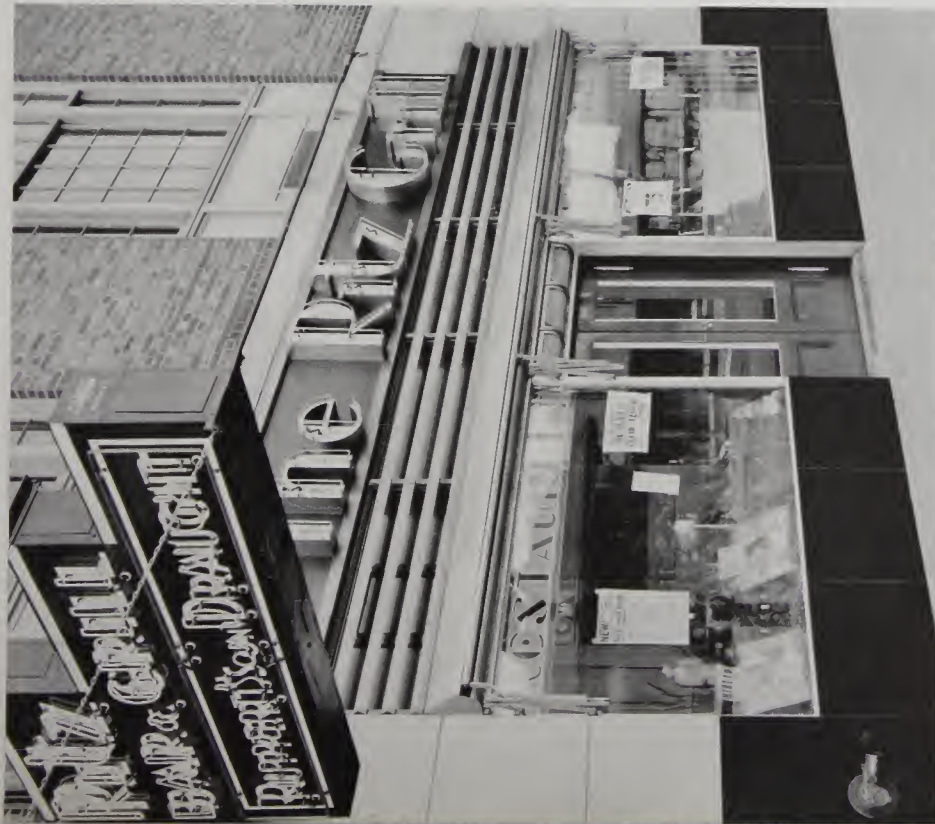
Conventional layout enhanced by
modern materials and treatment.

[BLANK PAGE]



CCA

Tile roofed canopy, aluminum cornice,
door and frame, and structural glass—
all clean and cool, suggesting a cool,
clean interior.



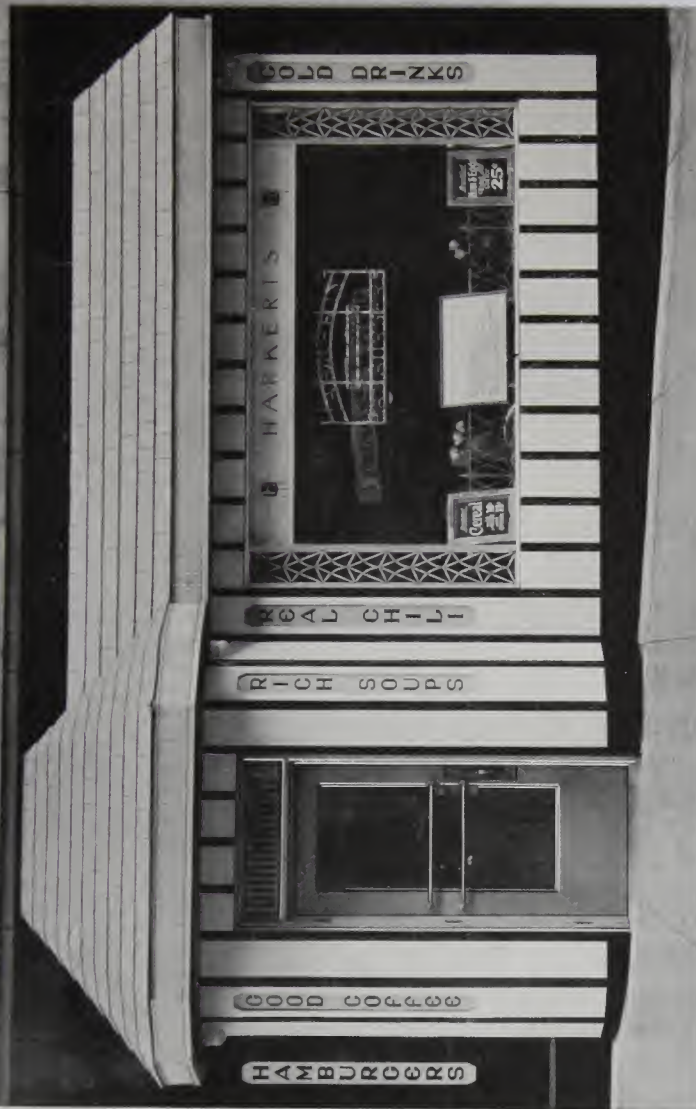
An awning box and mechanism which
takes nothing from the beauty of
this design.

Plate No. 20

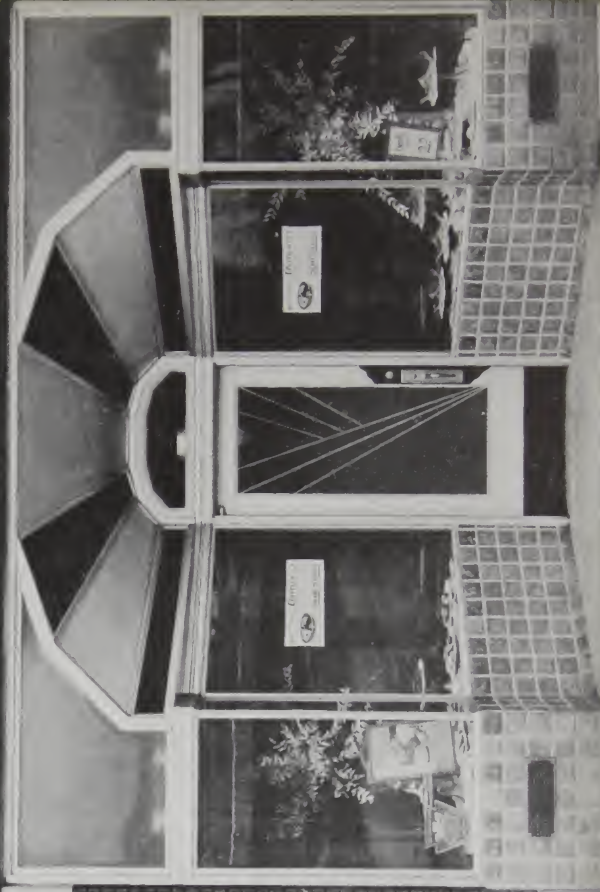
ZOIRI STORE FRUITS

Well designed for an attractive display
and easy ingress.

HARKERT'S HOLSUM HAMBURGERS



POTOMAC BAKERY



[BLANK PAGE]



CCA



A beautiful transformation with simplicity and dignity the forethought. White metal frames of stock patterns, including recessed awning box with a field of shining black structural glass.

ZOURI

STORE FRONTS



[BLANK PAGE]



CCA



ZOURI STORE FRONTS

It is not always necessary to make a complete change in the front to improve its customer attractiveness. The removal of the step alone brings the entrance door nearer the shopper.

Plate No. 22

[BLANK PAGE]



CCA

ZOURI

